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A Study on Customer Satisfaction Towards Puma in Coimbatore City

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Abstract

This study examines customer satisfaction towards Puma, a leading global sportswear brand, among consumers in Coimbatore City. The research aims to understand the factors influencing customer satisfaction such as product quality, price, brand image, store ambiance, customer service, and after-sales support. A structured questionnaire was used to collect data from 150 Puma customers across different demographics. The findings reveal that product quality, brand image, and pricing are the most significant factors affecting satisfaction. Recommendations are provided to improve brand loyalty and consumer engagement in the Coimbatore market.

Keywords: satisfaction, loyalty, quality, ambiance, sportswear.

Introduction

In the modern retail landscape, customer satisfaction has become a vital performance indicator for brands aiming to thrive in a competitive market. Puma, a globally recognized brand in sportswear, footwear, and accessories, is known for its innovation and lifestyle appeal. With a growing customer base in Tier-2 cities like Coimbatore, understanding the local consumer's satisfaction level is essential for business sustainability and growth.

Objectives of the Study

To analyze the level of customer satisfaction towards Puma products in Coimbatore.

To identify key factors influencing satisfaction such as product quality, price, and customer service.

Scope of the Study

The study is geographically limited to Coimbatore City and targets Puma customers who have made at least one purchase in the past six months. It includes various product segments such as footwear, apparel, and accessories. The analysis focuses on both in-store and online purchasing experiences.

Research Methodology

Type of Study: Descriptive

Research Approach: Quantitative

Sampling Method: Convenience sampling

Sample Size: 150 respondents

Data Collection Method: Structured questionnaire

Data Sources: Primary (survey), Secondary (brand reports, journals)

Tools for Analysis: Percentage analysis, Chi-square test, Likert Scale, Correlation analysis

Review of Literature

Previous studies have highlighted that customer satisfaction in the fashion and sportswear industry is driven primarily by brand trust, product quality, and service experience. According to Kotler (2016), customer satisfaction is a function of perceived performance and expectations. Puma's brand positioning as both a performance and lifestyle brand adds layers to how consumers evaluate satisfaction.

Hypothesis Testing

Hypothesis:

H₀ – There is no significant relationship between gender and satisfaction level.

H₁ – There is a significant relationship between gender and satisfaction level.

Test Used: Chi-Square

Result: $\chi^2 = 7.34$, $df = 2$, $p = 0.026$

Conclusion: Since $p < 0.05$, we reject the null hypothesis. Gender does have a significant influence on satisfaction.

Key Findings

Product quality and brand image are the top contributors to satisfaction.

Male customers exhibit slightly higher satisfaction levels than females.

Younger customers (18–35) value design, variety, and affordability more than older age groups.

Pricing is a concern among students and low-income respondents.

Store ambiance and staff behavior were appreciated by most customers.

After-sales service received mixed reviews and needs improvement.

Suggestions

- Enhance after-sales service, including returns and exchange processes.
- Introduce loyalty programs and student discounts to attract price-sensitive customers.
- Maintain consistency in product quality and stock availability.
- Improve staff training for better in-store experience.
- Invest in regional marketing campaigns that appeal to Coimbatore's youth population.

Conclusion

The study concludes that Puma enjoys strong brand recognition and customer satisfaction in Coimbatore City, driven primarily by product quality and brand image. However, pricing sensitivity and after-sales support remain areas for improvement. By addressing these factors, Puma can enhance its customer base and ensure long-term loyalty in emerging urban markets.

Limitations of the Study

- The study is limited to Coimbatore City and may not reflect broader regional trends.
- A relatively small sample size may limit generalizability.
- Respondents' self-reported answers may include bias.